THE GROCER

October 12 1968

J. M. WALLACE has been appointed a director of Philip Morris & Company, manufacturers of Ever-Ready Personna razor and industrial blades. Mr. Wallace is the financial controller of Ever-Ready Personna.

THE GROCERS' GAZETTE

October 5 1968

## New Philip Morris director

*WALLACE*

JAMES M. WALLACE has been appointed a director of Philip Morris & Co., manufacturers of Ever-Ready Personna razor blades.

Mr. Wallace is the financial controller of Ever-Ready Personna. He joined Personna at Glasgow as secretary in 1966 from British Relay in Edinburgh, where he was Scottish division accountant.

RETAIL CHEMIST

October 10 1968

## CAMPAIGN COMMENT

THE razor blade market is getting more cut-throat than ever. Chemists sell 21% of them (as against 28 by grocers, 24 by national chains, 15 by newsagents, 9 by hairdressers, and 3 by "others.")

Ever-Ready Personna will be marketing a new stainless steel backed injector razor complete with five blades for 9s. 11d. early next month. About the same time Wilkinson will be retailing a new double edge safety razor and spending £120,000 on pre Christmas advertising. Gillette have just launched a new style in razors, the Super Slim Twist . . .

For the hands and general use, Kimberly-Clark are putting a big promotion behind Kleenex Kitchen Towels. In-store statistics show that shops stocking the twin-pack sell 50% more than those stocking singles only.

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